

Prevention

Community Approaches

- Typically define communities geographically
- More likely to be sustainable
- Advantages: built-in manpower, help develop resources and empower community organizations
- Disadvantages: more difficult to organize, take longer to get off the ground

Community Participation

- First must educate the public in the basics of dengue, such as:
 - Where the mosquito lays her eggs
 - The link between larvae and adult mosquitoes
 - General information about dengue transmission, symptoms and treatment

Skills Deficit

- Knowledge is not sufficient to produce behavior change
- People may lack the skills necessary to carry out the recommended behaviors
- Need to address this skills deficit

Barriers and Motivation (Part 1)

- Knowledge combined with skills still may not be sufficient to change behavior
- Need to understand what barriers may prevent the behavior, and what factors may motivate people to take the desired action
- Barriers and motivating factors vary in different regions

Barriers and Motivation (Part 2)

■ Structural factors

- laws regarding *Aedes* habitats

■ Environmental factors

- lack of potable water, need to store water
- inadequate solid waste disposal

■ Attitudinal factors

- beliefs: causes, treatment, prevention of febrile illnesses

■ Community factors

- community history and structure
- other priority problems in the community

Cues for Dengue Preventive Behaviors

- People need reminders when they are learning a new behavior
- Behavioral cues are prompts or signals to remind the person to engage in the desired behavior

Cues: Feedback

- Use regular feedback of entomologic and epidemiologic data
- Every time someone receives the information, it can serve as a reminder to act
- If the data indicate control activities are successful, they serve as positive reinforcement

Cues: Presence of Adult Mosquitoes

■ Idea to promote:

- Person sees adult mosquito
- Asks him/herself, “Where did it come from?”
- Immediately searches for larval habitats
- Eliminates or controls all potential habitats found

Cues: Rainfall

- Associate rainfall with the creation of larval habitats
- Remind people to look for larval habitats after it rains
- Encourage people to eliminate habitats created by rainfall

The Challenge

- Achieve active community involvement
- Solicit input from the earliest program planning stages
- Encourage community ownership
- Programs that emphasize telling communities what to do, without involving them or taking their views into account, are not likely to be effective
- True community participation is key